fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ JUNE 25, 1962

1962

january

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, JUNE 22, 1962		
Thursday June 21 10:30 A.M.	PRESS PREVIEW OF FALL FASHIONS	GEORGE STAVROPOULOS	47 WEST 57TH STREET SALON - 5TH FLOOR
	Preview for the press of George Stavropoulos' Fall collection of cocktail, dinner, and evening gowns. By invitation. Contact: Dorothy Smith, PL. 5-2494.		
June 22	STERN'S RELEASE DATE--Bridal fashions. Preview June 20 at 9:30.		
Sunday June 24	PREVIEW: LEATHER TEXTURES & LAMITAN	GEILICH TANNING CO. (TAUNTON, MASS.)	WALDORF-ASTORIA GEILICH SUITE
	Informal showings from 10:00 A.M. to 6:00 P.M. By invitation. Contact: Martha Geilich, VAN DYKE 4-8661, Taunton, Mass.		
	WEEK BEGINNING MONDAY, JUNE 25, 1962		
Monday June 25 11:30 A.M.	PRESS PREVIEW OF FALL MILLINERY	BERGDORF GOODMAN	2ND FLOOR
	Bergdorf Goodman will preview their Fall millinery collection, designed by Halston. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Monday June 25- June 27	60TH SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
	Hours: June 25 and 26, 9:00-6:00 P.M.; June 27, 9:00-12:00 Noon. Contact: Leif C. Kronen, 411 Fifth Avenue, MU. 6-7950.		
Monday June 25 4:00 P.M. Cocktails	PREVIEW OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	HOWARD JOHNSON MOTOR LODGE (52ND ST.& 8TH AV
	"Brittany Motors In"--Preview of Henry Friedrick's Fall coat collection at the first Howard Johnson Motor Lodge in New York City. (Showing at 4:30.) Commentator: Carol Knox, NBC. By invitation. Contact: Alan Baron, PE.6-8867. Publ.: Reggie Riccardi or Terry Seymour, MU. 8-6380.		
Tuesday June 26 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS	BONWIT TELLER	3RD FLOOR 57TH STREET WING
	Preview for press of Fall bridal fashions. By invitation. (Customer showings, Thurs., June 28 at 4:30 and 6:00, Bridal Salon.) Publicity: Rea Lubar, EL. 5-6800.		
Tuesday June 26 5:00 P.M.- 7:00 P.M.	SECOND ANNUAL AMERICAN SHOE DESIGNERS' AWARDS	LEATHER INDUSTRIES OF AMERICA	WALDORF-ASTORIA SERT ROOM
	Shoe awards to nine outstanding designers of men's, women's, and children's shoes, during Tanners Council 60th annual leather show. Special exhibit of sketches by winners and contestants in "The Young America Shoe Designer Awards." Press by invitation. Contact: Mel Salzman, MU. 6-7956.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 26 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
	Mr. John's Fall collection of millinery for press and buyers. By invitation. Publicity: Joseph Mann, PL. 7-1966.		
Wednesday June 27 11:00 A.M. Reception Luncheon	HAIR DRYER BONNET BY SALLY VICTOR	GENERAL ELECTRIC CO.	ESSEX HOUSE COLONNADES ROOM
	General Electric will preview their new electric hair dryer at a luncheon honoring Sally Victor, the designer of its bonnet. By invitation. Contact: Mr. Louis Pack, EDison 4-1012, Bridgeport, Connecticut.		
Thursday June 28 9:15 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS	BLOOMINGDALE'S	3RD FLOOR BRIDAL SALON
	Preview of Bloomingdale's bridal fashions. By invitation. (For Release, Mon., July 2.) Publicity: Louise Langdon, EL. 5-6400, Ext. 455.		
Thursday June 28 9:15 A.M.- 11:45 A.M. Breakfast	EDITORS LECTURE ON HAIRCOLORING	CLAIROL INSTITUTE OF HAIRCOLORING	STATLER-HILTON HOTEL CLAIROL OFFICES-2ND FL.
	Conference and comprehensive discussion on all haircoloring products and methods. (Repeat on Friday, June 29.) By invitation. Contact: Terry Grimes Russell, PL. 7-4300.		
Thursday June 28 10:30 A.M.	PREVIEW OF FALL MILLINERY COLLECTION	HATTIE CARNEGIE	42 EAST 49TH STREET SALON - 2ND FLOOR
	Hattie Carnegie wholesale millinery collection at a special preview. By invitation. Contact: Miss Jacqueline, PL. 9-7710.		
Thursday June 28 6:00 P.M. Supper	PREMIERE SHOWING OF NEW BEAUTY PRODUCT	RENAUD OF FRANCE (DIV.OF SEA AND SKI CO.)	S.S. SANTA PAULA PIER #57, WEST 15TH ST.
	"Beauty On The Beach"--introduction of beauty product. Beachwear--Tina Leser. Sandals--Bernardo. Hats and Accessories--Therese Ahrens. Press preview at 5:30. By invitation. Contact: Jan Taylor at Marianne Strong Assoc., 25 East 83rd St., RE. 7-6633.		
June 30	STERN'S CUSTOMER SHOWING OF BRIDAL FASHIONS AT 11:00 A.M., 6TH FL.		
July 2	BLOOMINGDALE'S RELEASE DATE--Bridal fashions. Preview June 28. (See Above)		
Monday July 2 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
	Sally Victor will invite the press to preview her Fall collection of millinery. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
July 4	INDEPENDENCE DAY--Wednesday (Legal Holiday).		
Beginning Thursday July 5	SHOWING OF COMPLETE FALL MILLINERY	JOHN FREDERICS	HOTEL GOTHAM SUITE 501
	Continuous daily showings of John Frederics Fall millinery collection: Couture Originals, Charmers, Fredoras, and Sweet Young Things. (Press Show To Be Announced Later.) Contact: Miss Bijou Barrington, PL. 5-2939.		
Friday July 6 10:00 A.M.	PREMIERE PREVIEW OF FALL MILLINERY	ADOLFO, INC.	22 EAST 56TH STREET SALON - 3RD FLOOR
	"Vernissage--Autumn and Winter millinery"--presented by Adolfo. For press, by invitation. Buyers showings, by appointment. Contact: Miss Elizabeth, MU. 8-4410. Publ.: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 7 2:30 P.M.	MILLINERY SHOWING FOR VISITING PRESS	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON
	Sally Victor will preview her Fall millinery to the visiting press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Saturday July 7 5:00 P.M. Champagne	HATS, COUTURE, FURS FOR VISITING PRESS	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
	Preview of Mr. John's hats, couture, furs, boutique accessories, custom cosmetics for Fall. By invitation. Publicity: Joseph Mann, PL. 7-1966.		
Saturday July 7 7:00 P.M. Dinner	"FRENCH DINNER" AND SAILING PARTY	R & K ORIGINALS (1400 BROADWAY)	PIER #83-W.43RD ST. BOAT NO.10
	R & K will invite the visiting and local press to a "French Dinner" and Fall fashion show. By invitation. (Sailing time 7:15 P.M., transportation available at 24 West 57th St., at 6:45 P.M.) Publicity: Hilda Sherey, PE. 6-0900.		
Sunday July 8- July 13	THIRTY-NINTH NATIONAL PRESS WEEK IN NEW YORK	N.Y. COUTURE GROUP (1450 BROADWAY)	HOTEL PIERRE
	Fall collection of leading designers (members of N.Y. Couture Group, auxiliary and group showings) for visiting press. By invitation only. Press Director: Eleanor Lambert, 32 East 57th Street, MU. 8-2130.		
Sunday July 8 12:00 Noon Brunch	FALL MILLINERY SHOW FOR VISITING PRESS	MILLINERY INSTITUTE OF AMERICA, INC.	WALDORF-ASTORIA SERT ROOM
	The Millinery Institute of America (Auxiliary Member, N.Y.C.G.) will invite the out-of-town editors to a showing of the Millinery Creators' Fall hats. By invitation. Publ.: Burt Champion at Robert Taplinger, PL. 7-7722.		
Sunday July 8 3:30 P.M. Cocktails	SHOE FASHION SHOW FOR VISITING PRESS	NAT'L SHOE INSTITUTE (50 ROCKEFELLER PLAZA)	HOTEL PIERRE ROOF GARDEN
	National Shoe Institute (Auxiliary Member, N.Y.C.G.) showing of new shoe shapes for Fall. By invitation. Publ.: Alice Regensburg, JU. 6-5777.		
Monday July 9 12:15 P.M. Luncheon	HAIR STYLES AND COLORING FOR FALL	CLAIROL INCORPORATED (666 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	The Clairol Institute (Auxiliary Member, N.Y.C.G.) will present hairstyles and haircolorings for Fall, by New York's leading hair fashion designers; also a report on new Clairol products. By invitation. Publicity: Terry Grimes Russell, PL. 7-4300.		
Monday July 9 4:45 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILION
	Emme will preview her Fall millinery to the press and buyers. By invitation. Show at 5:30. Publ.: Ruth Hammer Assoc., EL. 5-7872.		
Monday July 9 5:00 P.M.- 8:30 P.M. Buffet	PRESS PREVIEW: FALL AND WINTER JEWELRY	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	Trifari will invite the out-of-town and local press to a buffet and showing of their Fall-Winter jewelry collection. By invitation. Publicity: Dorothy Lansing, 165 East 66th Street, RE. 7-3347.		
Monday July 9 5:30 P.M. Cocktails	MAKEUP AND COIFFURES FOR OUT-OF-TOWN PRESS	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
	Elizabeth Arden (Auxiliary Member, N.Y.C.G.) will preview "Look For Fall" in makeup and coiffures. By invitation. Publ.: Rasponi Assoc.,TE.8-8171.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday July 9	PRESS SHOWINGS: FASHIONS IN JEWELRY	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
	Continuous showings for local and out-of-town press of the precious look in fashion jewelry and boutique gifts. Contact: YU. 6-6633.		
Tuesday July 10 9:30 A.M. Breakfast	FALL MILLINERY AT PREVIEW SHOWING	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
	Irene of New York and Rivera millinery collections for fall. By invitation. Contact: Miss Rose, PL. 3-3032.		
Tuesday July 10 11:15 A.M.	PREVIEW OF FALL MILLINERY COLLECTION	DON MARSHALL, INC.	18 EAST 53RD STREET SALON - 2ND FLOOR
	Fall collection of millinery; also introducing new "Perriwig." For press and buyers, by invitation. Contact: PL. 8-1686. Publicity: Daniels-Forbes, TE. 2-8080.		
Tuesday July 10 5:00 P.M. Cocktails	INT'L DESIGNERS' FUR COLLECTIONS	FUR INFORMATION & FASHION COUNCIL	HOTEL PIERRE COTILLION ROOM
	Fur Information and Fashion Council (Auxiliary Member, N.Y.C.G.) will preview fur fashions by Cardin, Sybil Connolly, Givenchy, Pucci. For visiting and local press, by invitation. Publicity: Nona Lou Greene at Ruder & Finn, 130 East 59th Street, PL. 9-1800.		
Tuesday July 10 7:00 P.M. Dinner	PREVIEW OF FALL HATS	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
	The Trade Promotion Committee of Millinery Promotions, Inc. presentation of Fall hats by the Millinery Creators of America and Millinery Fashion Exhibitors. For press and buyers, by invitation. Contact: MU. 6-2970.		
Tuesday July 10 7:00 P.M. Cocktails-Dinner	DIAMOND DINNER FOR VISITING PRESS	N.W. AYER & SON, INC.	WALDORF-ASTORIA SERT-EMPIRE ROOMS
	N.W. Ayer (Auxiliary Member, N.Y.C.G.) will show diamonds from Black, Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels, Harry Winston. Gowns by Jacques Tiffeau for Monte-Sano & Pruzan. Cocktails at 7:00 P.M., Empire Room. Dinner, 8:00 P.M., Sert Room. By invitation. Publicity: Mildred Kosick PL. 7-5700.		
Wednesday July 11 12:15 P.M. Luncheon	SHOWING AT LUNCHEON FOR VISITING PRESS	DU PONT	HOTEL PLAZA BALLROOM
	Du Pont (Auxiliary Member, N.Y.C.G.) will show Fall fashions for men, women, and children in fabrics of DuPont fibers. By invitation. Contact: Sally Barnett, LO. 3-6400, Ext. 381.		
Thursday July 12 9:30 A.M. Breakfast	PRESS PREVIEW: FALL BRIDAL FASHIONS	SAKS-34TH	5TH FLOOR BRIDAL SALON
	Saks-34th will preview their Fall bridal fashions. By invitation. (For Release, Wed., July 18.) Customer showings July 17 and 18 at 6:30, Bridal Salon, 5th floor. By admission ticket only. Publicity: Selma Spanier, LA. 4-7000, Ext. 448.		
Thursday July 12 4:00 P.M. Cocktails	PREVIEW: HOLIDAY-RESORT COLLECTION	HADLEY (1407 BROADWAY)	WEAVER'S CLUB 111 W.40TH ST.(18 FL.)
	Preview of Hadley's Holiday and Resort collection of sweaters, separates, and sportswear. For press and buyers, by invitation. (Beginning, Tues., July 10, continuous daily at showroom, 21st floor. Contact: Caroline Harris, LO. 5-2170.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 12 5:00 P.M. Champagne	PREVIEW: EMBA MINK FUR FASHIONS	EMBA MINK BREEDERS' ASSOCIATION	HOTEL PIERRE BALLROOM
	Emba (Auxiliary Member, N.Y.C.G.) will present a special import collection of Fall-Winter fur fashions, by Christian Dior, Paris. For the visiting press, by invitation. Contact: Albert Woodley, MU. 2-6881. Publicity: Virginia Casey at C.C.I., OX. 7-7330.		
Thursday July 12 6:00 P.M. Dinner	DINNER AND THEATRE FOR VISITING PRESS	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	MEADOWBROOK, NEW JERSEY THEATRE-IN-THE-ROUND
	Schiffli (Auxiliary Member, N.Y.C.G.) will invite the visiting and local press to dinner at Meadowbrook in Cedar Grove, N.J., followed by Theatre-In-The-Round performance of "Paint Your Wagon," starring Frank Lovejoy; also color documentary film of the Schiffli Lace Industry. (Buses available 6:00-6:30 at Hotel Pierre.) By invitation. Contact: Schiffli, 591 Summit Avenue, Jersey City, SWarthmore, 5-2347.		
July 13	OHRBACH'S RELEASE DATE--Fall imported knitwear. (No Show)		
Friday July 13 9:30 A.M. Breakfast	COLLEGE FASHIONS AT PRESS PREVIEW	B. ALTMAN & CO.	7TH FLOOR CHARLESTON GARDENS
	Preview of Altman's college fashions. (For Release, Mon., July 16.) For the press, by invitation. Publicity: Eleanor Horton, OR. 9-7800.		
July 16	ALTMAN'S RELEASE DATE--College fashions. Preview, July 13. (See Above)		
Monday July 16 9:30 A.M. Breakfast	PRESS BREAKFAST FALL FASHION SHOW	PECK & PECK	260 PARK AVENUE (AT 20TH STREET)
	Peck & Peck presents, "Venetian Holiday"--preview for press of Fall fashions, 6th Floor, Conference Room. Introduction by Mrs. Manolita Doelger, Italian State Tourist Office for U.S.A. By invitation. Publicity: Carole Stroll, OR. 3-4700.		
July 18	SAKS-34TH RELEASE DATE--Bridal fashions. Preview July 12 at 9:30 (See Pg.4)		
July 23	MACY'S RELEASE DATE--College fashions. (No Show)		
July 24	BEST'S RELEASE DATE--College fashions. (No Show)		
Tuesday July 24 10:00 A.M. Coffee	PRESS PREVIEW: COLLEGE FASHIONS	GIMBELS	3RD FLOOR SPECIALTY CORNER
	Preview of Gimbels' college fashions. For press, by invitation. (For Release, Wed., July 25.) Publicity: Margot Infantino, LO. 4-3300.		
July 25	GIMBELS' RELEASE DATE--College fashions. Preview, July 24. (See Above)		
July 27	OHRBACH'S RELEASE DATE--College and Career fashions. (No Show)		
July 30	SAKS FIFTH AVENUE RELEASE DATE--College fashions. (No Show)		
Monday July 30 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR BETTER DRESS SALON
	Abraham Straus will preview ther college fashions--Junior Center, Better Dress Salon. (For Release, Tues., July 31.) For the press, by invitation. Publicity: Eileen Goldburg, TR. 5-0195.		
July 31	ABRAHAM & STRAUS RELEASE DATE--College fashions. (See Above)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 1 9:30 A.M. Coffee	PRESS PREVIEW OF COLLEGE FASHIONS	BLOOMINGDALE'S	3RD FLOOR

Bloomingdale's will preview their collection of college fashions. (For Release, Fri., Aug. 3.) For the press, by invitation. Publicity: Louise Langdon, EL. 5-6400, Ext. 672.

August 3 BLOOMINGDALE'S RELEASE DATE--College fashions. Preview August 1. (See Above)

FALL COUTURE OPENINGS IN ROME, FLORENCE, LONDON, PARIS

Wednesday July 11- July 13 — CENTRO ROMANO ALTA MODA ITALIANA — ROME, ITALY

July 11: 4:00 P.M. Centinaro. 7:00 P.M. Gattinoni.
July 12: 4:00 P.M. Baratta. 7:00 P.M. Faraoni. 9:00 P.M. De Barentzen.
July 13: Gregoriana. 7:00 P.M. Tita Rossi.
Contact: Jeri Holmes, Via Mangili, 30A, Rome, Italy.

Saturday July 14- July 20 — CENTRO DI FIRENZE PER LA MODA ITALIANA — FLORENCE, ITALY

July 14: 11:00 A.M. Millinery Show; 2:30 P.M. (Sportswear & Boutique) Valditevere; Scarabocchio; Baldini; Camisene; De Simone; Glans; Falconetto; Myricae; Celli; Lida; Avagolf; Trico; Naka; Laura Aponte. 9:00 P.M. (Sportswear & High Fashion) Mirsa; Avolio; Bertoli; (Teen-Age Fashions) Roveda; (At-Home) Baldini.
July 15: 9:00 A.M.(Sportswear & Boutique) Emilio Pucci; Antonelli Sport; Enzo Selections; Marucelli Boutique; Galitzine Boutique; Guidi Boutique; Mingolini-Gugenheim Sport; Veneziani Sport; Fontana Boutique. 2:30 P.M. (High Fashion) Marucelli; Mingolini-Gugenheim. 9:00 P.M.(High Fashion) Veneziani; Forquet.
July 16: 2:30 P.M.(High Fashion) Galitzine; De Luca. 9:00 P.M. (High Fashion) Schuberth; Lancetti.
July 17: 2:30 P.M.(High Fashion) Antonelli; Emilio Pucci. 9:00 P.M.(High Fashion) Carosa; Enzo.
July 18: 2:30 P.M.(High Fashion) Guidi; Giolica. 9:00 P.M.(High Fashion) Fontana; Garnett.
July 19: 2:30 P.M.(High Fashion) Giuliano; Sarli. 9:00 P.M.(High Fashion) Valentino; Balestra.
Contact: G.B. Giorgini, 10 Lungarno Acciaiolo, Florence, Italy.

Thursday July 19 July 21 — INCORPORATED SOCIETY OF LONDON DESIGNERS — LONDON, ENGLAND

(Picture Release Date, August 21.)
July 19: 10:00 A.M. Angele Delanghe(P); Ronald Paterson(B). 11:30 A.M. Mattli(P); Michael Sherard(B). 2:30 P.M. Michael Sherard(P); Mattli(B). 4:00 P.M. Ronald Paterson(P); Angele Delanghe(B). 5:30 P.M. Victor Stiebel(B).
July 20: 10:00 A.M. Hardy Amies(P); Norman Hartnell(B). 11:30 A.M. John Cavanagh(P); Lachasse(B). 2:30 P.M. Lachasse(P); John Cavanagh(B) 4:00 P.M. Norman Hartnell(P); Hardy Amies(B). 5:30 P.M. Charles Creed(P and B). 7:00 P.M. Victor Stiebel(P).
July 21: 9:30 A.M. Michael(P and B).
Contact: Lady Joubert, 315 Regent Street, London, W 1.

Monday July 23 — CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE — PARIS, FRANCE

(Picture Release Date, August 28.) More details later.
Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris, France.

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november

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	**11**	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	**28**	29	30

december

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	**25**	26	27	28
29	30	31				